

WXIX

ORDER



Flight Dates 10/09/12-11/06/12

Contract / Revision 792139 /

Original Date / Revision
07/02/12 07/02/12

Advertiser Mandel, J/US Senate/R

Agency Strategic Media Placement.

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office WXIX

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 2452

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL820

Priority P 3

Advertiser Ref

Primary Account Executive
Amy Goetz

Account Executive	Order%	Start Date	End Date
Amy Goetz	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	204	\$102,297.50	\$120,350.00	504.70	10/01/12	10/28/12	204	\$102,297.50	\$120,350.00
November 2012	93	\$47,047.50	\$55,350.00	227.80	10/29/12	11/06/12	93	\$47,047.50	\$55,350.00
Totals	297	\$149,345.00	\$175,700.00	732.50					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXIX	10/09/12	11/06/12	News @ 5a News @ 5a	Comm	5a-6a	MTWTF--	:30	5	\$200.00	P 3	1.10	NM	19	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	- TWTF--		2				\$200.00			1.10		
		Week: 10/15/12	10/21/12	MTWTF--		5				\$200.00			1.10		
		Week: 10/22/12	10/28/12	MTWTF--		5				\$200.00			1.10		
		Week: 10/29/12	11/04/12	MTWTF--		5				\$200.00			1.10		
		Week: 11/05/12	11/11/12	MT-----		2				\$200.00			1.10		
N 2	WXIX	10/09/12	11/06/12	News @ 6a News @ 6am	Comm	6a-7a	MTWTF--	:30	8	\$400.00	P 3	2.00	NM	32	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	- TWTF--		4				\$400.00			2.00		



Contract / Revision **792139** Flight Dates **10/09/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/02/12/ 07/02/12

Order Sep 00:15:00

Advertiser **Mandel, J/US Senate/R** Product

Estimate # **2452**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WXIX	10/09/12	11/06/12	News @ 6a News @ 6am	Comm	6a-7a	MTWTF--	:30	8	\$400.00	P 3	2.00	NM	32	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					8	\$400.00		2.00			
Week:		10/22/12	10/28/12	MTWTF--					8	\$400.00		2.00			
Week:		10/29/12	11/04/12	MTWTF--					8	\$400.00		2.00			
Week:		11/05/12	11/11/12	MT-----					4	\$400.00		2.00			
N 3	WXIX	10/09/12	11/06/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	10	\$400.00	P 3	2.40	NM	40	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					8	\$400.00		2.40			
Week:		10/15/12	10/21/12	MTWTF--					10	\$400.00		2.40			
Week:		10/22/12	10/28/12	MTWTF--					10	\$400.00		2.40			
Week:		10/29/12	11/04/12	MTWTF--					10	\$400.00		2.40			
Week:		11/05/12	11/11/12	MT-----					2	\$400.00		2.40			
N 4	WXIX	10/09/12	11/06/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$400.00	P 3	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$400.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					5	\$400.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
Week:		11/05/12	11/11/12	MT-----					1	\$400.00		0.00			
N 5	WXIX	10/09/12	11/06/12	FOX News Sunday Fox News Sunday	Comm	8am-11am	-----S	:30	1	\$150.00	P 3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$150.00		0.00			
Week:		10/15/12	10/21/12	-----S					1	\$150.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$150.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$150.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$150.00		0.00			
N 6	WXIX	10/09/12	11/06/12	M-F 4-6P Ricki Lake	Comm	Ricki Lake (4:00 PM-5:00 PM)	MTWTF--	:30	5	\$100.00	P 5	1.00	NM	20	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$100.00		1.00			
Week:		10/15/12	10/21/12	MTWTF--					5	\$100.00		1.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$100.00		1.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$100.00		1.00			
Week:		11/05/12	11/11/12	M-----					1	\$100.00		1.00			
N 7	WXIX	10/09/12	11/06/12	M-F 4-6P Right This Minute	Comm	Right This Minute (5:00 PM-5:30 PM)	MTWTF--	:30	5	\$100.00	P 5	0.40	NM	20	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$100.00		0.40			
Week:		10/15/12	10/21/12	MTWTF--					5	\$100.00		0.40			
Week:		10/22/12	10/28/12	MTWTF--					5	\$100.00		0.40			
Week:		10/29/12	11/04/12	MTWTF--					5	\$100.00		0.40			
Week:		11/05/12	11/11/12	MT-----					1	\$100.00		0.40			
N 8	WXIX	10/09/12	11/06/12	Jeopardy 6P STARTS 9/17/12	Comm	6-630P	MTWTF--	:30	5	\$500.00	P 3	2.50	NM	20	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$500.00		2.50			
Week:		10/15/12	10/21/12	MTWTF--					5	\$500.00		2.50			
Week:		10/22/12	10/28/12	MTWTF--					5	\$500.00		2.50			
Week:		10/29/12	11/04/12	MTWTF--					5	\$500.00		2.50			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		2.50			



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Hiatus Dates

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Order Sep 00:15:00

Advertiser **Mandel, J/US Senate/R** Product

Estimate # **2452**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WXIX	10/09/12	11/06/12	News At 630P News At 630P	Comm	630-7P	MTWTF--	:30	5	\$300.00	P 3	0.60	NM	20	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					4	\$300.00		0.60			
Week:		10/15/12	10/21/12	MTWTF--					5	\$300.00		0.60			
Week:		10/22/12	10/28/12	MTWTF--					5	\$300.00		0.60			
Week:		10/29/12	11/04/12	MTWTF--					5	\$300.00		0.60			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.60			
N 10	WXIX	10/09/12	11/06/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	MTWTF--	:30	5	\$1,000.00	P 3	4.50	NM	20	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					4	\$1,000.00		4.50			
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,000.00		4.50			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,000.00		4.50			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		4.50			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		4.50			
N 11	WXIX	10/09/12	11/06/12	Jeopardy 730P STARTS 9/17/12	Comm	730-8P	MTWTF--	:30	5	\$1,200.00	P 3	4.50	NM	18	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					4	\$1,200.00		4.50			
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,200.00		4.50			
Week:		10/22/12	10/28/12	MTWTF--					4	\$1,200.00		4.50			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		4.50			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		4.50			
N 12	WXIX	10/09/12	11/06/12	Late News M-F Late News M-F	Comm	10-11P	MTWTF--	:30	10	\$1,000.00	P 3	4.50	NM	39	\$39,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					8	\$1,000.00		4.50			
Week:		10/15/12	10/21/12	MTWTF--					9	\$1,000.00		4.50			
Week:		10/22/12	10/28/12	MTWTF--					10	\$1,000.00		4.50			
Week:		10/29/12	11/04/12	MTWTF--					10	\$1,000.00		4.50			
Week:		11/05/12	11/11/12	M-----					2	\$1,000.00		4.50			
N 13	WXIX	10/09/12	11/06/12	Late News Sa Late News Sat	Comm	10-11P	-----S-	:30	1	\$800.00	P 3	2.90	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$800.00		2.90			
Week:		10/15/12	10/21/12	-----S-					1	\$800.00		2.90			
Week:		10/22/12	10/28/12	-----S-					1	\$800.00		2.90			
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		2.90			
Week:		11/05/12	11/11/12	-----					0	\$800.00		2.90			
N 14	WXIX	10/09/12	11/06/12	Late News Su Late News Sun	Comm	10-1102P	-----S	:30	1	\$1,000.00	P 3	3.20	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		3.20			
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		3.20			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		3.20			
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		3.20			
Week:		11/05/12	11/11/12	-----					0	\$1,000.00		3.20			
N 15	WXIX	11/01/12	11/01/12	Thu Hour 2 Th 9-10P	Comm	Th 9-10P	---T---	:30	1	\$2,500.00	P 3	4.20	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,500.00		4.20			
N 16	WXIX	10/09/12	11/06/12	X Factor Wednesday X Factor Wednesday	Comm	X Factor Wednesd	--W----	:30	1	\$2,000.00	P 3	6.00	NM	2	\$4,000.00



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Hiatus Dates

Original Date / Revision 07/02/12/ 07/02/12

Order Sep 00:15:00

<u>Advertiser</u>	<u>Product</u>
Mandel, J/US Senate/R	

Estimate # **2452**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WXIX	10/09/12	11/06/12	X Factor Wednesday X Factor Wednesday	Comm	X Factor Wednesday	- W - - -	:30	1	\$2,000.00	P 3	6.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - W - - -					1	\$2,000.00		6.00			
		Week: 10/15/12	10/21/12	- - - - -					0	\$2,000.00		6.00			
		Week: 10/22/12	10/28/12	- - - - -					0	\$2,000.00		6.00			
		Week: 10/29/12	11/04/12	- - W - - -					1	\$2,000.00		6.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$2,000.00		6.00			
N 17	WXIX	10/09/12	11/06/12	Sat Hour 1 Sa 8-9P	Comm	Sa 8-9P	- - - - - S -	:30	1	\$800.00	P 3	2.60	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - S -					1	\$800.00		2.60			
		Week: 10/15/12	10/21/12	- - - - - S -					1	\$800.00		2.60			
		Week: 10/22/12	10/28/12	- - - - - S -					1	\$800.00		2.60			
		Week: 10/29/12	11/04/12	- - - - - S -					1	\$800.00		2.60			
		Week: 11/05/12	11/11/12	- - - - -					0	\$800.00		2.60			
N 18	WXIX	10/09/12	11/06/12	NFL Pre-game (reg season) NFL Pre-game	Comm	Various	- - - - - S	:30	1	\$500.00	P 3	1.40	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - S					1	\$500.00		1.40			
		Week: 10/15/12	10/21/12	- - - - - S					1	\$500.00		1.40			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$500.00		1.40			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$500.00		1.40			
		Week: 11/05/12	11/11/12	- - - - -					0	\$500.00		1.40			
N 19	WXIX	10/09/12	10/28/12	NFL on Fox Game 1 NFL on Fox	Comm	Various	- - - - - S	:30	1	\$2,000.00	P 3	7.50	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - S					1	\$2,000.00		7.50			
		Week: 10/15/12	10/21/12	- - - - - S					1	\$2,000.00		7.50			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$2,000.00		7.50			
N 20	WXIX	10/09/12	11/06/12	NFL on Fox Game 2 NFL on Fox	Comm	Various	- - - - - S	:30	1	\$3,000.00	P 3	12.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - S					1	\$3,000.00		12.00			
		Week: 10/15/12	10/21/12	- - - - -					0	\$3,000.00		12.00			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$3,000.00		12.00			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$3,000.00		12.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$3,000.00		12.00			
Totals														297	\$175,700.00